

SOUTHERN
SWEDEN CREATIVES

Brand Book Light
March 2016

Background

Southern Sweden Creatives is a project aimed at promoting companies in the creative industries striving to internationalize. In doing so, building a strong brand identity is essential for attracting some of Sweden's most talented people and help them reach out to a choosy audience abroad.

This program presents the key elements of the brand identity including logotype, typography, colours and good examples.

Brand identity requirements

Southern Sweden Creatives is a business generator. A matchmaking hub for various creative businesses. It is driven by professionals within the new networking economy - empowering its members through international exposure, meetings and networking.

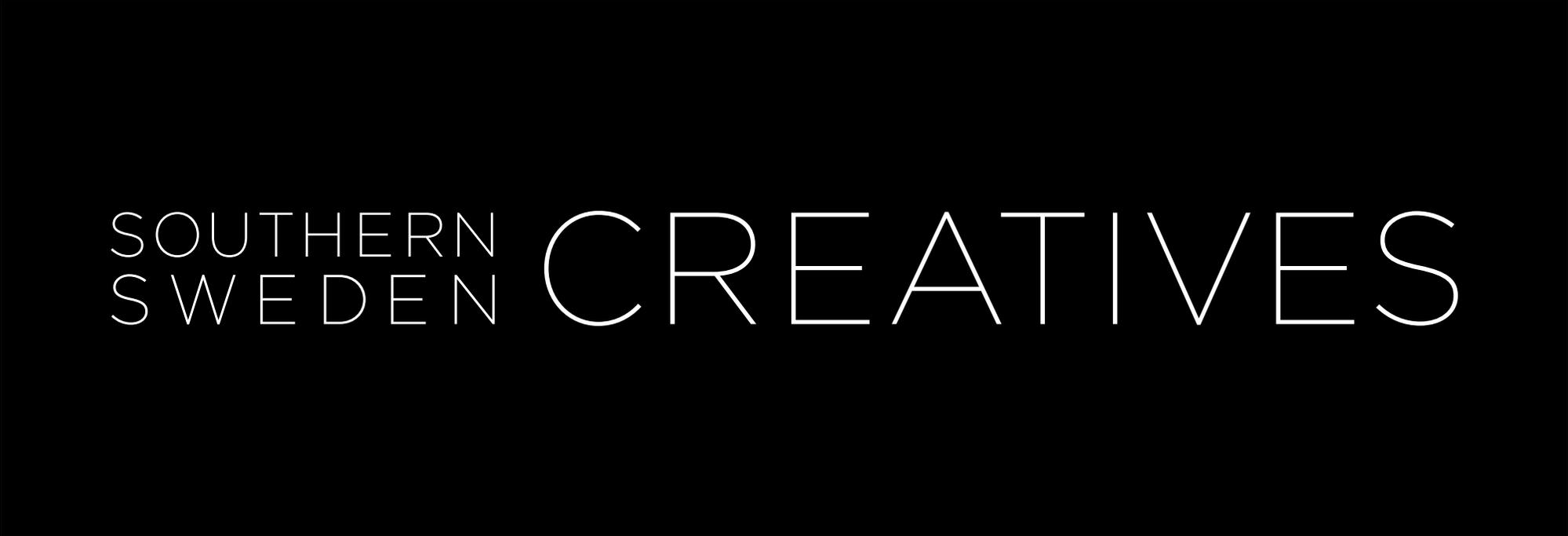
Representing a wide array of brands, Southern Sweden Creatives is essentially a brand endorser, acting as a showcase for each individual brand presented.

As such, it should leave room for other great brands to shine.

LOGOTYPE

SOUTHERN
SWEDEN CREATIVES

Clean and confident, letting the message through

A large black rectangular area containing the text "SOUTHERN SWEDEN CREATIVES" in white, uppercase, sans-serif font. The text is centered horizontally and vertically within the black area. "SOUTHERN" and "SWEDEN" are stacked vertically on the left, followed by "CREATIVES" in a larger font size on the right.

SOUTHERN
SWEDEN CREATIVES

Negative logotype

SOUTHERN
SWEDEN CREATIVES

Negative logotype

SOUTHERN CREATIVES
SWEDEN
bringing talent your way

SOUTHERN
SWEDEN CREATIVES
bringing talent your way

Negative logotype with byline

SOUTHERN
SWEDEN CREATIVES
bringing talent your way

Negative logotype with byline



Restrictions

The safe zone is the area around the logotype that should be kept free of text or other graphic elements

SOUTHERN
SWEDEN CREATIVES ✓

SOUTHERN
SWEDEN CREATIVES

SOUTHERN
SWEDEN CREATIVES

SOUTHERN
SWEDEN

CREATIVES ✗

*SOUTHERN
SWEDEN CREATIVES*

Restrictions

The logotype should always be used in it's original form and should never be altered in any way

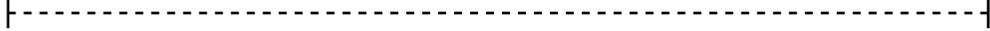
SOUTHERN
SWEDEN CREATIVES



30mm wide

SOUTHERN
SWEDEN CREATIVES

bringing talent your way



50mm wide



SOUTHERN
SWEDEN CREATIVES



50mm wide

Restrictions

Minimum print size for each of the logo variations

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rum quidias modior reperum quam
quas mi, optas dunt.
Dunt hicia quo et quia ducipsapis
si aut volest aut ea quo cuptati
oreiciatur? Pudam faccum faccum
dolorupta vernatis volectemos sed
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zenit design

Southern Sweden Creatives proudly presents Zenit Design.

Zenit Design Aliquam imus sendis aceaquas de etur sam facearciam, si sit aut re experrum que si arum re, volor aniene ratius, sequos sed exeruptae es et quatus quam si quam quiam aliciae perferit, cus vendenis dollaute rerum erum as di vel in conectem nonsequos porrovita consecere nis rent inihit odissim.



SOUTHERN SWEDEN CREATIVES
bringing talent your way

Hierachy

In relation to partner logos

TYPOGRAPHY

Gotham

Gotham Bold
- Headings

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890!#%&?;:,.

Gotham Medium
- Preamble

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890!#%&?;:,.

Gotham Light
- Body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890!#%&?;:,.

Typography

Typography for use in printed communication

Montserrat

Montserrat Bold
- Headings

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890!#%&?;:,.

Montserrat Regular
- Preamble

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890!#%&?;:,.

Montserrat Ultralight
- Body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890!#%&?;:,.

Typography

Typography for web use and digital communication

**Gotham Bold 25pt
Heading**

**TAE CONE IPSANDA VID EOS
QUASPER EOSSI CUM ROUN**

**Gotham Medium 14pt
Preamble**

**Dolum volorero doloremolor auta denis dolorendit aut
debis il mos autempelenim et dis magnam conecat
iuntia pa et volor autas modit veni.**

**Gotham Light 10pt
Body copy**

Verum quunti dero dolum verio vel et raest volent, ut milluptate et magnim dem quunde non el moluptatet arit molore, int hillam estore consed mi, tempell itatatem cus volorat la deliqua ecepre imodipiciis quam rehenimpor aut int veles mos ea nis invelic to tecaepe rnatensisquas at eostion sereria cone pro tem et que sitior maio. Lanim eossi cum eos porro volorro viderchil eosae vultem est, qui ut ute pre pa quaspe lam, accatibus, quid et que niam verum enisse sini audi doluptate eati am, as et, sit aut perum vellaci ditius.

**Gotham Medium 12pt
Subheading**

Magnam conecat

Lanim eossi cum eos porro volorro viderchil eosae vultem est, qui ut ute pre pa quaspe lam, accatibus, quid et que niam verum enisse sini audi doluptate eati am, as et, sit aut perum quaectaecate vellaci ditius. Ecepre imodipiciis quam rehenimpor aut int veles mos ea nis invelic to tecaepe rnatensisquas at eostion sereria cone pro tem et que sitior maio. Banim eossi cum eos por.

Typography example

Example of how to use print typography

**Montserrat Bold 25pt
Heading**

**TAE CONE IPSANDA VID EOS
QUASPER EOSSI CUM ROUN**

**Montserrat Regular 14pt
Preamble**

**Dolum volorero doloremolor auta denis dolorendit aut
debis il mos autempelenim et dis magnam conecat
iuntia pa et volor autas modit veni.**

Montserrat Ultra Light 10pt
Body copy

Verum quunti dero dolum verio vel et raest volent, ut milluptate et magnim dem quunde non el moluptatet arit molore, int hillam estore consed mi, tempell itatatem cus volorat la deliqua ecepre imodipiciis quam rehenimpor aut int veles mos ea nis invelic to tecaepe rnatenisquas at eostion sereria cone pro tem et que sitior maio. Lanim eossi cum eos porro volorro viderchil eosae vultem est, qui ut ute pre pa quaspe lam, accatibus, quid et que niam verum enisse sini audi doluptate eati am, as et, sit aut perum vellaci ditius.

**Montserrat Regular 12pt
Subheading**

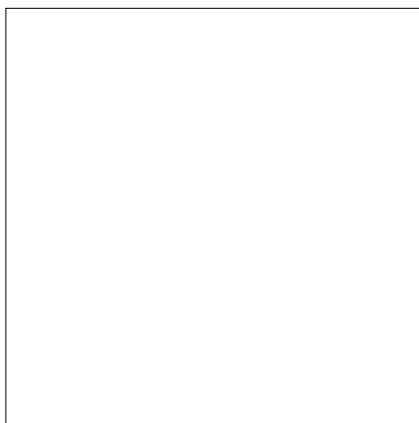
Magnam conecat

Lanim eossi cum eos porro volorro viderchil eosae vultem est, qui ut ute pre pa quaspe lam, accatibus, quid et que niam verum enisse sini audi doluptate eati am, as et, sit aut perum quaectaecate vellaci ditius. Ecepre imodipiciis quam rehenimpor aut int veles mos ea nis invelic to tecaepe rnatenisquas at eostion sereria cone pro tem et que sitior maio. Banim eossi cum eos por.

Typography example
Example of how to use web typography

COLOURS

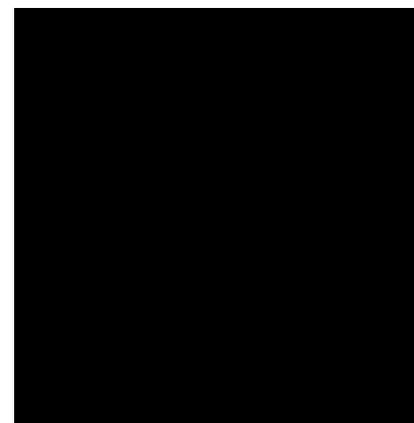
Colours



CMYK: 0,0,0,0
RGB: 255,255,255
HEX: #FFFFFF



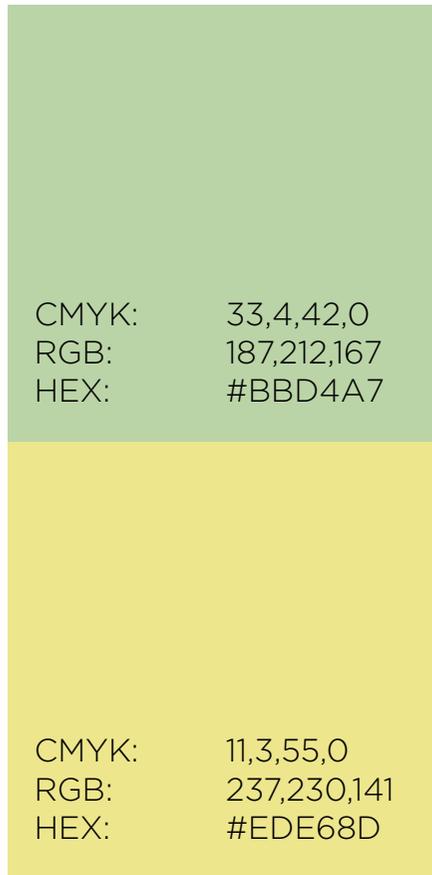
CMYK: 0,0,0,50
RGB: 157,157,156
HEX: #9D9D9C



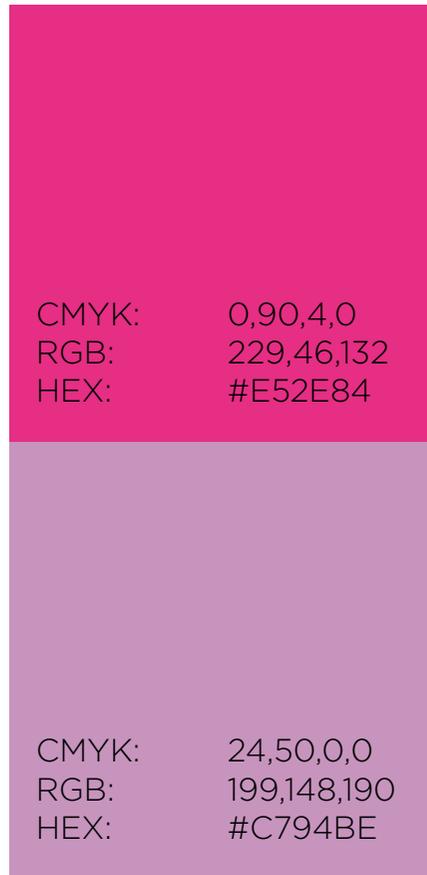
CMYK: 0,0,0,100
RGB: 0,0,0
HEX: #000000

Colour palette
Primary colour palette

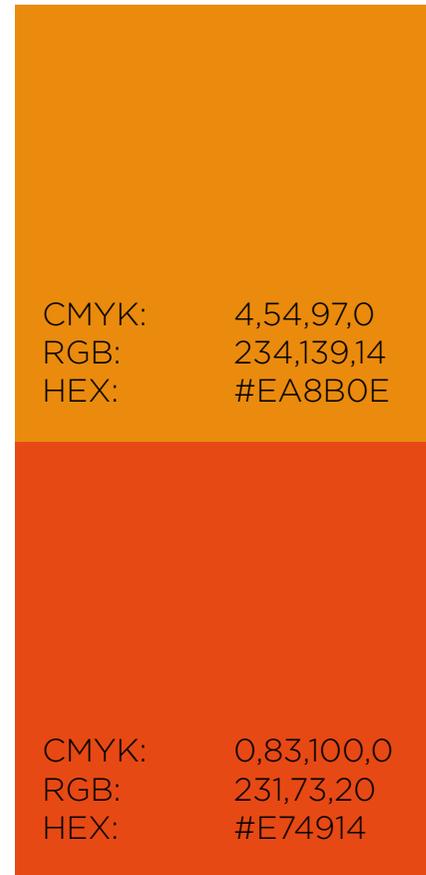
Colours



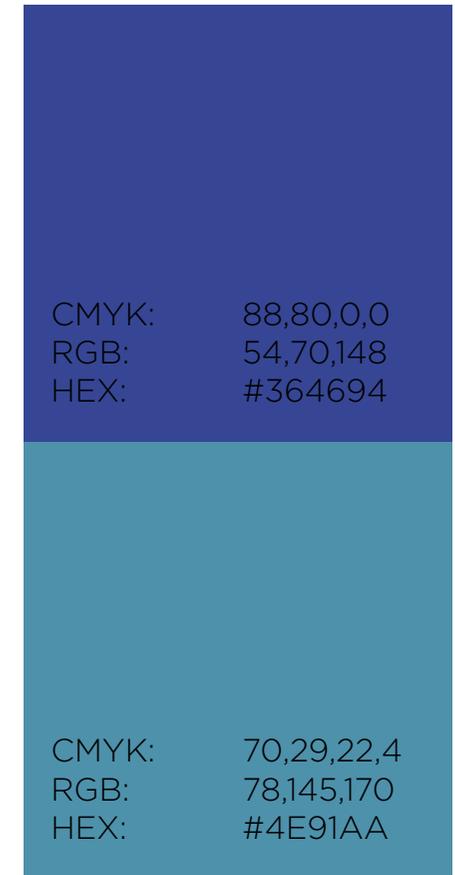
Skåne



Summer



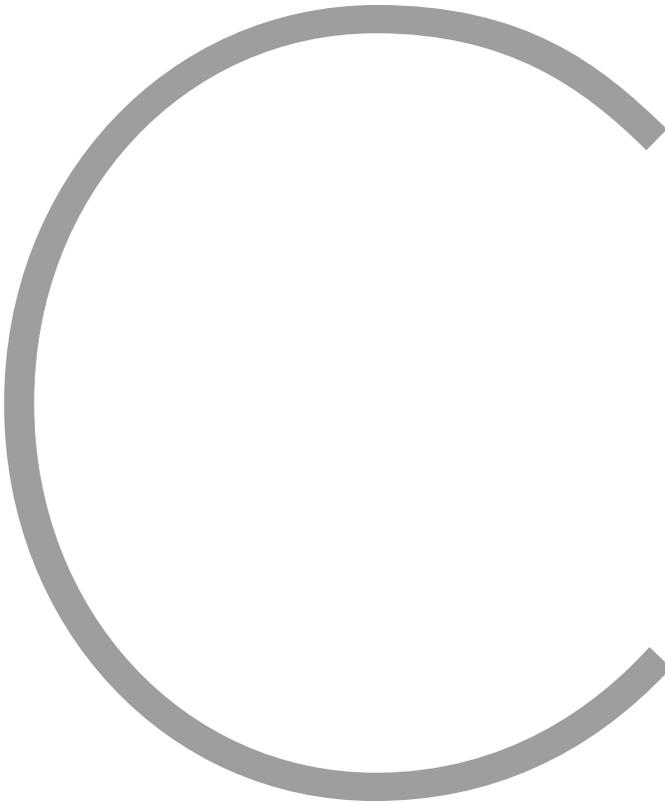
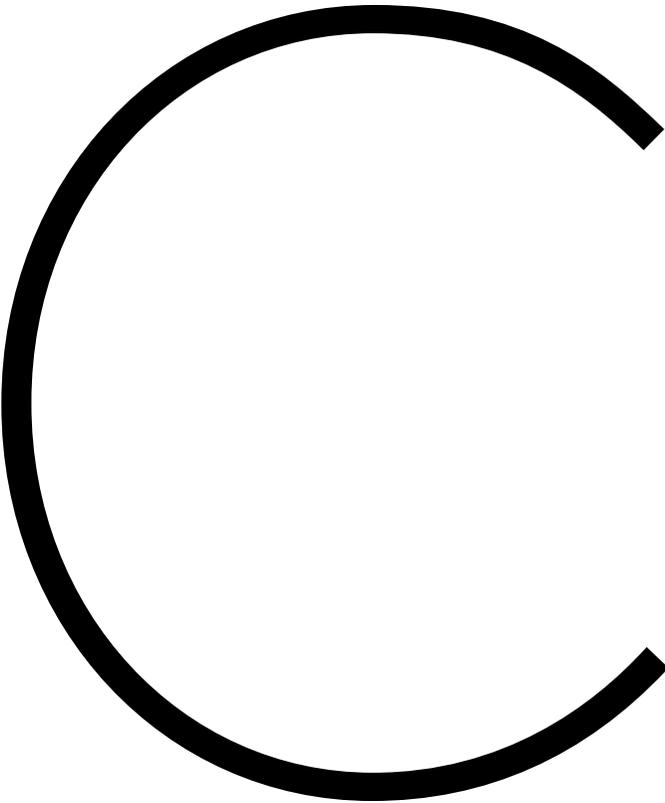
Sunset

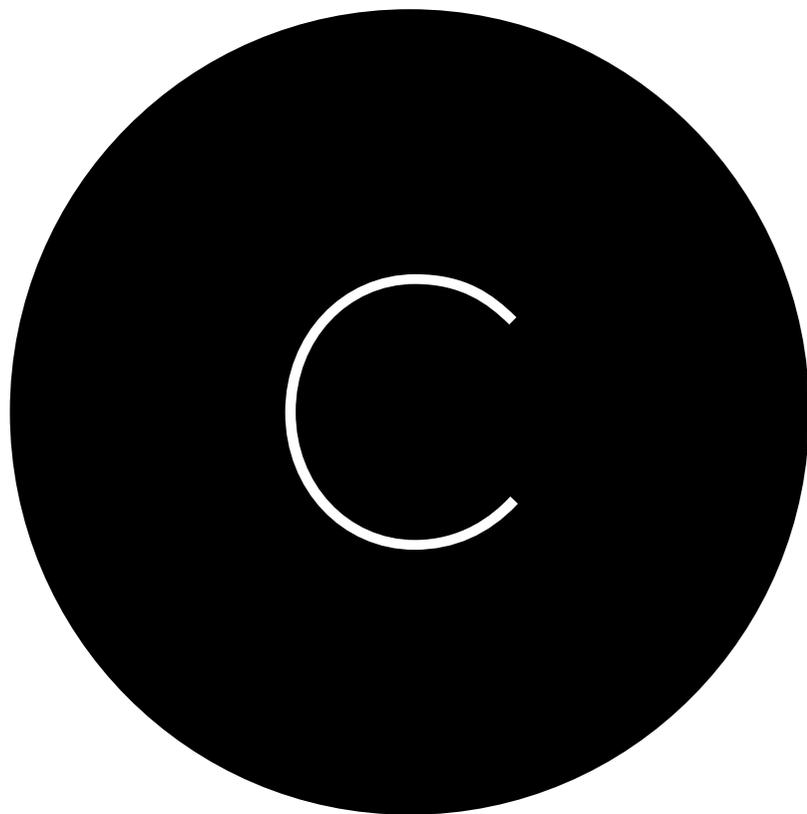


Ocean

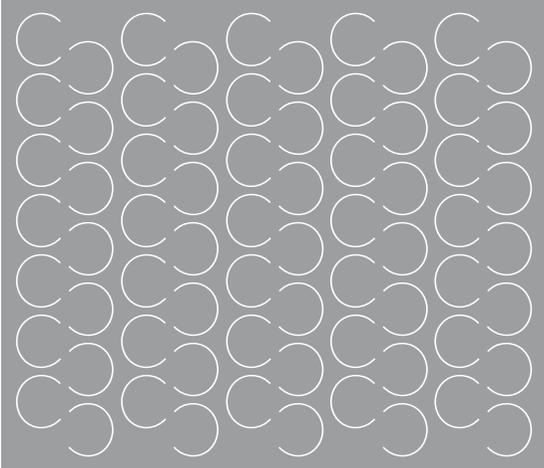
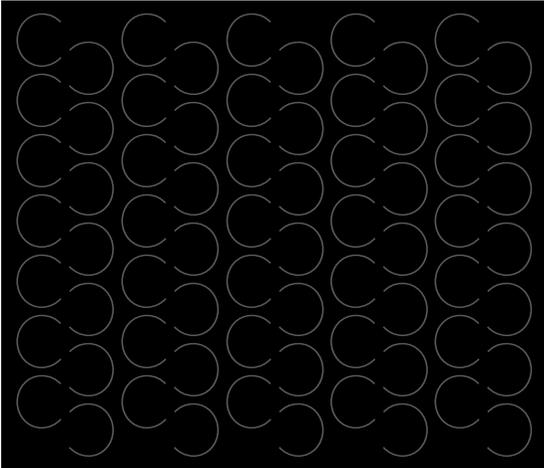
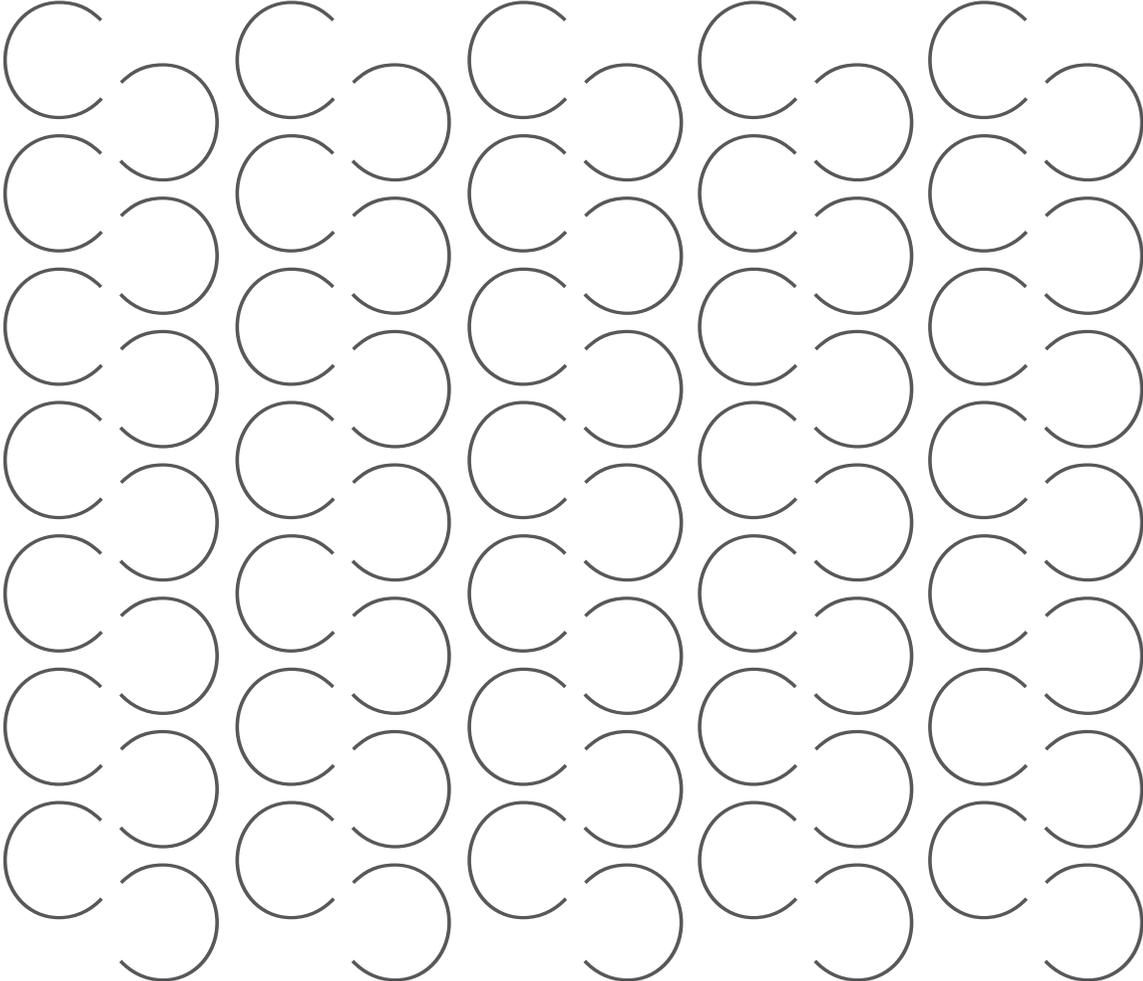
Colour palette
Secondary colour palette

GRAPHICAL ELEMENTS





Graphical elements



Southern Sweden Creatives "C" pattern



Logotype used as a graphical elements

APPLICATIONS

"Our company is a part of Southern Sweden Creatives
- a project showcasing Swedish companies within
the creative industries"

"Invest in Skåne is the lead partner of Southern Sweden Creatives
- a project showcasing Swedish companies within the creative industries"

Definition

Project, purpose and participants



southernswedencreatives.com
facebook.com/southernswedencreatives

We have received financial support from:



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Communications Officer

+46 725 99 86 58

rachelle.lacharite@skane.com

southernswedencreatives.com

facebook.com/southernswedencreatives

SOUTHERN
SWEDEN CREATIVES

Mail signature



Pin badges

Applications



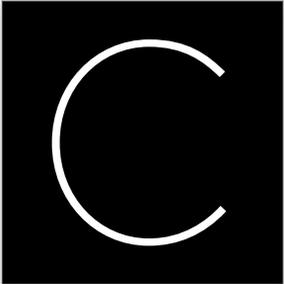
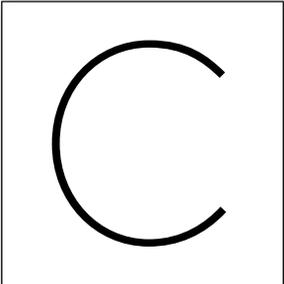
Promotional items

Applications



Printed material

Applications

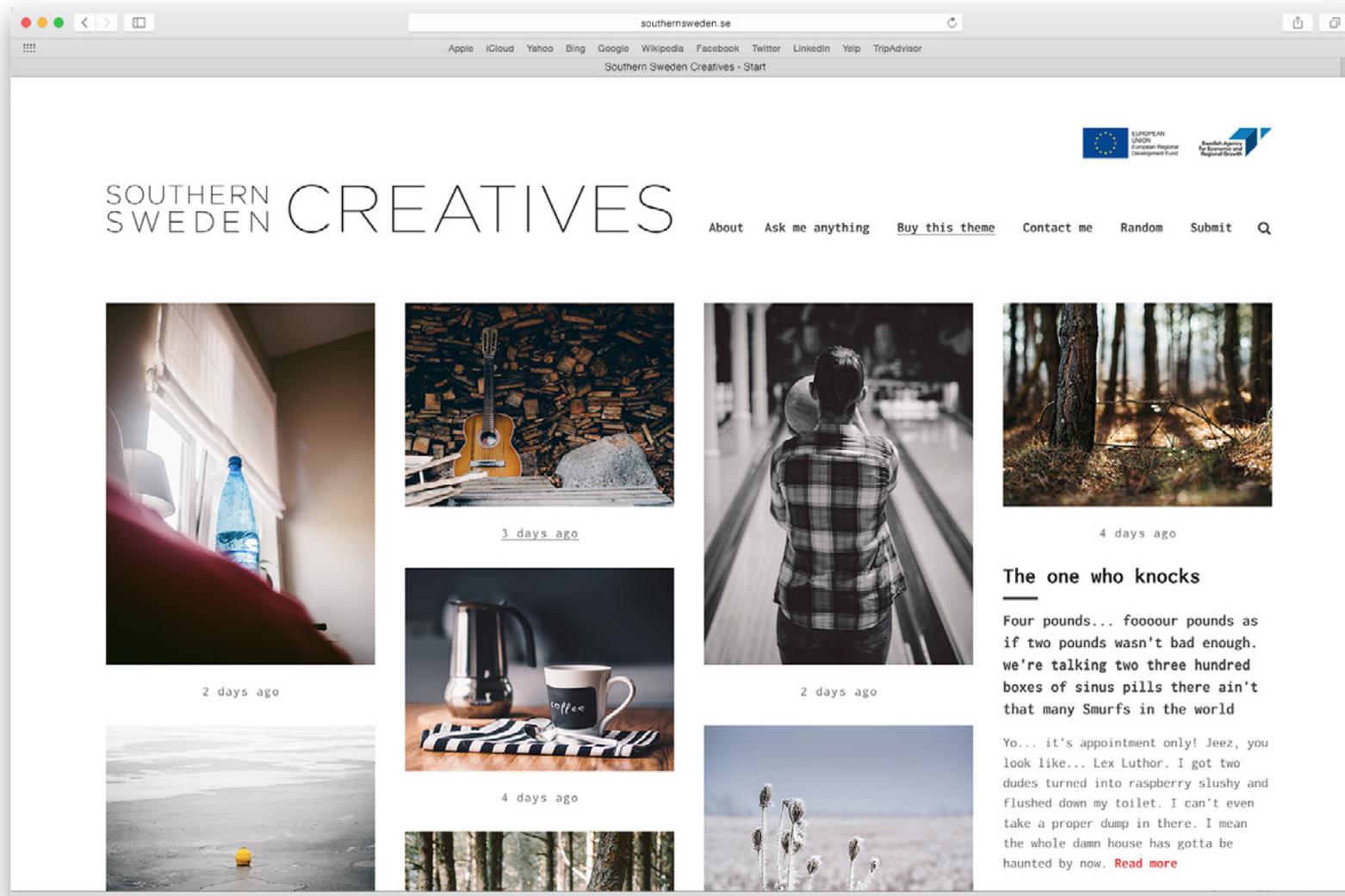


Social media/Facebook

Applications



Facebook page



**Bli
upp-täckt i
Hongkong**

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SOUTHERN SWEDEN CREATIVES Bringing talent your way

**Bli
upp-täckt i
London**

Tecum est, alitibus este dolendusae et laccum nulparciis cusam que num rem volor si simus maximag nissimeni aliquunt, ab id el int restectus eum ut laccae doluptatur rest esto el illabo. Ut exceaquos dolupta quiam, et andam ipsum dollo vel ipis everum etur? Elicit facea volecto quassi officillat eum as doluptati consequae alit eosapelest qui

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Print advertisements



Exhibition material

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